

Name _____

Period _____

Initiating the Sale Chapter 13 Sec.2 – Determining Needs

Why determining needs is important:

- Customer _____ - to buying motives.
- When customer needs are met, the salesperson experiences a feeling of _____

When to Determine Needs:

_____, usually right after the approach

How to Determine Needs

- Observing** – _____ (body language such as _____, hand motions, and eye movement.)
- Listening** – _____
- Questioning** – _____
 - Begin with general questions _____.
 - Then ask _____ questions

Guidelines for Questioning

- Do ask _____ questions that encourage talking
- Do ask _____ questions to make sure you _____ needs
- Don't ask _____ questions in a row -- customer may feel _____
- Don't ask questions that might _____ or put the customer on the _____